

Record of Actual Confusion

"Chu Ying Lo" vs. "Chew Young Roo"

Note: We receive numerous calls asking us for the telephone number to "our" Fort Lee, NJ restaurant. For some odd reason, the contact info for the Fort Lee restaurant is not listed with 411 information. As such, customers call us to ask for their tel # since the customers assume that the Fort Lee restaurant is affiliated with us. We don't get many calls asking us for the tel # to the Closter, NJ restaurant because they are listed with 411 information.

Note: Beginning mid to late February 2008, we may no longer receive as many phone calls as previously asking us for the telephone number to "our" Fort Lee, NJ restaurant since they will be listed in the major 2008 Korean phone book distributed widely throughout the Tri-State area, published annually by The Korea Daily newspaper.

Note: With regards to the two NJ restaurants, significantly more cases of actual confusion took place between Sept. 2006 through June 2007. Unfortunately, we did not begin to keep a written log of cases of actual confusion until mid-June 2007.

Item #	Date	Time	Phone / In-person Inquiry	Inquirer's Name	Incoming Tel # / Contact Tel #	Inquirer's Location	Reason for Call / Inquiry
1	6/12/2007	8:26 PM	Phone			NY	Asked us for the phone # of "our" Fort Lee, NJ restaurant
2	6/13/2007	11:57 AM	Phone			NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
3	6/13/2007	6:05 PM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
4	6/15/2007	11:31 AM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
5	6/16/2007	1:55 PM	In-person			Woodside, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
6	6/21/2007	11:48 AM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
7	6/28/2007	2:24 PM	Phone			NY	Asked us for driving directions to the Fort Lee, NJ restaurant
8	6/30/2007	5:29 PM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
9	8/21/2007	11:34 AM	Phone			Fair Lawn, NJ	Caller wished to place a delivery order with us, to be delivered to their NJ address from "our" NJ restaurant; we politely informed the caller that we could not make delivery to NJ since the NJ restaurants were not affiliated with us
10	8/24/2007	10:45 AM	Phone			Somerville, NJ	Asked if we were the proprietors of the NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
11	8/29/2007	11:16 AM	Phone			Northbrook, IL	Asked us for the phone # of "our" Fort Lee, NJ restaurant
12	8/29/2007	12:19 PM	Phone			Flushing, NY	Asked if the two NJ restaurants were owned by us; we politely informed him that neither of the NJ restaurants were affiliated with us

13	9/14/2007	1:18 PM	Phone			NY	Asked us for the phone # of "our" Fort Lee, NJ restaurant
14	9/15/2007	5:56 PM	Phone	Kim		Staten Island, NY 10314	Asked us for the phone # of "our" Fort Lee, NJ restaurant
15	10/8/2007	7:28 PM	Phone			Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
16	10/9/2007	1:00 PM	In-person	Jin		Hackensack, NJ	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
17	10/10/2007	7:00 PM	In-person	Lee		Corona, NY 11368	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
18	10/11/2007	12:30 PM	In-person	Lee		Bridgeport, CT	Asked us how "our" restaurant in Closter, NJ was doing; we politely informed him that the Closter, NJ restaurant was not affiliated with us
19	10/12/2007	1:12 PM	In-person	Park		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
20	10/12/2007	1:15 PM	In-person	Kim		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
21	10/12/2007	6:05 PM	In-person	Oh		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
22	10/12/2007	7:15 PM	In-person	Woo		NY	Asked us how long ago we began opening restaurants in NJ; we politely informed him that the NJ restaurants were not affiliated with us
23	10/12/2007	7:42 PM	In-person	Kang		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
24	10/12/2007	8:35 PM	In-person	Soo		NY	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
25	10/14/2007	8:20 PM	In-person	Huh		Woodside, NY 11377	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
26	10/14/2007	8:53 PM	Phone			Bayside, NY	Gave us her congratulations for the opening of "our" two NJ restaurants; we politely informed her that the NJ restaurants were not affiliated with us
27	10/14/2007	9:25 PM	In-person	Kang		Douglaston, NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us

28	10/17/2007	7:00 PM	In-person	Chang	Cliffside, NJ	Gave us his congratulations for the opening of "our" two NJ restaurants and told us that he patrons "our" NJ restaurants often; we politely informed him that the NJ restaurants were not affiliated with us
29	10/17/2007	7:05 PM	In-person	Hong	Brooklyn, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
30	10/17/2007	1:30 PM	In-person	Kim	Hackensack, NJ	Asked us how long ago we began opening restaurants in NJ; we politely informed him that the NJ restaurants were not affiliated with us
31	10/17/2007	8:36 PM	Phone		Cliffside, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
32	10/21/2007		In-person	Kim	Closter, NJ	Asked us how "our" restaurant in Closter, NJ was doing; we politely informed him that the Closter, NJ restaurant was not affiliated with us
33	10/22/2007		In-person	Jung	NY	Told us that he went to eat at "our" Fort Lee restaurant; he was very surprised when we informed him that the Fort Lee restaurant was not affiliated with us
34	10/24/2007		In-person	Cho	Brooklyn, NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
35	10/24/2007		In-person	Park	Fresh Meadows, NY 11365	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
36	10/24/2007		In-person	Choi	NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
37	10/25/2007		In-person	Yoo	Woodside, NY 11377	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
38	10/25/2007	7:58 PM	Phone		Morristown, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
39	10/26/2007	5:12 PM	Phone		Hackensack, NJ	Asked us for the phone # of "our" Fort Lee, NJ restaurant
40	10/28/2007		In-person	Kim	Hackensack, NJ	Asked if we were the proprietors of the NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
41	10/28/2007		In-person	Kim	New Hyde Park, NY 11040	Asked us why the food served in "our" NJ restaurants didn't taste the same as our Woodside restaurant; we politely informed him that the NJ restaurants were not affiliated with us
42	10/28/2007		In-person	Lee	Nassau County, NY	Asked us why the food served in "our" NJ restaurants didn't taste as good as our Woodside restaurant; we politely informed him that the NJ restaurants were not affiliated with us

43	10/29/2007		In-person	Kim		Sufferin, NY 10901	Asked us if our restaurants in NJ were doing well; we politely informed him that the NJ restaurants were not affiliated with us
44	10/29/2007		In-person	Song		Santa Ana, CA	Asked us if the LA, CA restaurant was owned or franchised by us; we politely informed him that the LA restaurant was not affiliated with us
45	10/31/2007		In-person	Kim		NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
46	10/31/2007		In-person	Kim		Cold Spring Harbor, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
47	10/31/2007	2:37 PM	Phone			NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed him that neither of the NJ restaurants were affiliated with us
48	11/1/2007		In-person	Ham		NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
49	11/2/2007		In-person	Kim		Ridgewood, NY 11385	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
50	11/2/2007		In-person	Kim		Tarrytown, NY	Asked us how "our" restaurant in NJ were doing; we politely informed him that the NJ restaurants were not affiliated with us
51	11/3/2007		In-person	Lee		NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
52	11/6/2007		In-person	Chan		Sunnyside, NY 11104	Asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
53	11/6/2007	5:38 PM	Phone				Asked us for the phone # of "our" Fort Lee, NJ restaurant
54	11/8/2007	5:05 PM	Phone			NY	A woman asked us if the Fort Lee restaurant was owned or franchised by us; we politely informed her that the Fort Lee restaurant was not affiliated with us
55	11/9/2007	11:57 AM	Phone			Leonia, NJ	A woman asked if the two NJ restaurants were owned or franchised by us; we politely informed her that neither of the NJ restaurants were affiliated with us
56	11/10/2007		In-person	Yang		NY	Asked us how "our" restaurant in NJ were doing; we politely informed him that the NJ restaurants were not affiliated with us
57	11/10/2007		In-person	Pak		NY	Asked us how "our" restaurant in NJ were doing; we politely informed him that the NJ restaurants were not affiliated with us

58	11/11/2007	3:43 PM	Phone			Paramus, NJ 07652	A woman asked us if the Fort Lee restaurant was owned or franchised by us; we politely informed her that the Fort Lee restaurant was not affiliated with us
59	11/12/2007		In-person	Kang		NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
60	11/12/2007		In-person	Choi		NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
61	11/12/2007	6:59 PM	Phone			Fair Lawn, NJ	A woman placed a take out order consisting of two noodle dishes for pick-up; when the order was not picked-up, we called the woman; she stated that she intended to pick-up the order in "our" NJ restaurant; we informed her that the NJ restaurants were not affiliated with us
62	11/16/2007	12:37 PM	Phone			Hackensack, NJ	A woman asked if the NJ restaurants were affiliated with us; we informed that the NJ restaurants were affiliated with us
63	11/17/2007	12:37 PM	Phone			Closter, NJ	A woman asked us for the phone # of "our" Fort Lee, NJ restaurant
64	11/18/2007	4:07 PM	Phone	Jin		Northvale, NJ 07647	A woman asked us for the phone # of "our" Closter, NJ restaurant
65	11/23/2007	12:31 PM	Phone	Lee		Englewood Cliffs, NJ 07632	A woman asked us for the phone # of "our" Fort Lee, NJ restaurant
66	11/30/2007		In-person	Oh			Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
67	12/1/2007	11:07 AM	Phone			Irvington, NJ 07111	A woman asked us for the phone # of "our" Fort Lee, NJ restaurant
68	12/1/2007	11:17 AM	Phone			Carmel, NY	A woman asked us for the phone # of "our" Closter, NJ restaurant
69	12/3/2007	1:21 PM	Phone	Lee		Palisades Park, NJ 07650	A woman asked us for the phone # of "our" Fort Lee, NJ restaurant
70	12/5/2007	1:25 PM	In-person	Lee		Elmhurst, NY	Customer stated that he patroned the Fort Lee, NJ restaurant over ten times since its opening due to his assumption that it was affiliated with us; we informed the customer that the NJ restaurants were not affiliated with us
71	12/6/2007	2:20 PM	In-person	Jeon		NY	Asked if the two NJ restaurants were owned or franchised by us; customer has been a patron of the Woodside restaurant since close to its opening; we politely informed the customer that neither of the NJ restaurants were affiliated with us
72	12/6/2007	2:20 PM	In-person	Kim		NY	Asked if the two NJ restaurants were owned or franchised by us; customer has been a patron of the Woodside restaurant since close to its opening; we politely informed the customer that neither of the NJ restaurants were affiliated with us
73	12/8/2007	12:48 PM	Phone	Chun		Fort Lee, NJ 07024	A woman asked us for the phone # of "our" Fort Lee, NJ restaurant

74	12/9/2007	5:05 PM	Phone			Hackensack, NJ	A woman asked us for the phone # of "our" restaurant in Closter, NJ restaurant
75	12/12/2007		In-person	Jang		NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
76	12/12/2007		In-person	Yang		NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
77	12/18/2007	6:50 PM	In-person	Chung		NY	Asked us how "our" restaurant in NJ were doing; we politely informed him that the NJ restaurants were not affiliated with us
78	12/23/2007		In-person	Yang		Rahway, NJ	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
79	12/23/2007		In-person	Lee		NY	Asked us how "our" restaurant in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us
80	12/23/2007		In-person	Lee		NY	Asked us how "our" restaurant in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us
81	12/26/2007	6:25 PM	Phone			NY	Asked us for the phone # of "our" Fort Lee, NJ restaurant
82	12/27/2007	5:00 PM	In-person	Lee		NY	Asked us how "our" restaurant in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us
83	12/29/2007	7:25 PM	Phone			Poway, CA	Wanted to place a take out order to be picked up at "our" NJ restaurant; we politely informed the customer that the NJ restaurants were not affiliated with us
84	12/30/2007		Phone			Fair Lawn, NJ	Asked us if the NJ restaurants are branches of the Woodside restaurant; we politely informed the customer that the NJ restaurants were not affiliated with us
85	1/1/2008	8:05 PM	In-person	Wang		Nutley, NJ	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
86	1/2/2008		In-person	Kim		NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
87	1/6/2008	4:18 PM	Phone			Hackensack, NJ	Asked us if the NJ restaurants are branches of the Woodside restaurant; we politely informed the customer that the NJ restaurants were not affiliated with us
88	1/6/2008	9:15 PM	In-person	Cho		NY	Customer stated that he ate at the Fort Lee, NJ restaurant assuming that it was owned and operated by us; we politely informed the customer that the NJ restaurants were not affiliated with us

89	1/6/2008	9:15 PM	In-person	Yuz	NY	Customer stated that he ate at the Fort Lee, NJ and Closter, NJ restaurants and assumed that they were owned and operated by us; we politely informed the customer that the NJ restaurants were not affiliated with us
90	1/8/2008	4:30 PM	In-person	Chan	NY	Asked us how "our" restaurant in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us
91	1/8/2008	4:30 PM	In-person	Woo	Hackensack, NJ	Asked us how "our" restaurant in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us
92	1/9/2008	4:03 PM	Phone		NY	Asked us if the NJ restaurants are branches of the Woodside restaurant; we politely informed the customer that the NJ restaurants were not affiliated with us
93	1/12/2008	1:09 PM	Phone		NY	A man asked us if the NJ restaurants are branches of the Woodside restaurant; we politely informed the customer that the NJ restaurants were not affiliated with us
94	1/13/2008	8:50 PM	In-person	Yong	Secul Korea	Customer who resides in Seoul, South Korea questioned what the relationship was between the Korea Chew Young Roo and us
95	1/16/2008	12:00 PM	In-person	Yun		Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
96	1/17/2008	7:51 PM	Phone	Shin	Norwood, NJ 07648	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
97	1/20/2008	1:20 PM	In-person	Choi	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
98	1/20/2008	1:20 PM	In-person	Ho	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
99	1/20/2008	1:20 PM	In-person	Park	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
100	1/20/2008	1:20 PM	In-person	Kim	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
101	1/20/2008	1:25 PM	In-person	Lee	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
102	1/20/2008	1:30 PM	In-person	Kim	NY	Asked us how "our" restaurant in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us

103	1/20/2008	1:30 PM	In-person	Ahn	Woodside, NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
104	1/20/2008	1:30 PM	In-person	Park	Woodside, NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
105	1/20/2008	9:15 PM	In-person	Rhee	Woodside, NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
106	1/20/2008	9:15 PM	In-person	Kuen	NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
107	1/24/2008		In-person	Shin	NY	Asked us how long ago we began opening restaurants in NJ; we politely informed him that the NJ restaurants were not affiliated with us
108	1/27/2008		In-person	Lee	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
109	1/27/2008		In-person	Kim	NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
110	1/27/2008	2:33 PM	Phone		Hackensack, NJ	A man asked us if the NJ restaurants were owned by us; we politely informed him that the NJ restaurants were not affiliated with us
111	1/28/2008	11:30 AM	In-person	Stem	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
112	1/28/2008	11:50 AM	In-person	Choi	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
113	1/30/2008	2:15 PM	In-person	Chang	NY	Gave us his congratulations for the opening of "our" two NJ restaurants; we politely informed him that the NJ restaurants were not affiliated with us
114	1/30/2008	2:30 PM	In-person	Park	NY	Asked us how "our" restaurants in NJ were doing; we politely informed the customer that the NJ restaurants were not affiliated with us; he was shocked to learn of this fact and stated that he is willing to go to court to testify on our behalf
115	1/31/2008	1:00 PM	In-person	Han	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us
116	1/31/2008	1:10 PM	In-person	Chun	NY	Asked if the two NJ restaurants were owned or franchised by us; we politely informed the customer that neither of the NJ restaurants were affiliated with us